

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims:

1. (Currently Amended) An information reproducing apparatus comprising:
a receiver for receiving broadcast information and selecting a signal therefrom that
includes commercial broadcast information having a supplied sequence;
a storing means for storing a sequentially supplied series of the broadcast information
~~including commercial broadcast information linked with a supplied sequence;~~
a commercial detecting means for detecting the commercial broadcast information from
said received broadcast information based on predetermined identification information contained
in said broadcast information;
a reproducing means for reproducing broadcast information stored in said storing means;
and
a controlling means for sequentially reading said detected commercial broadcast
information from said storing means and making said reproducing means reproduce the same
and, when said detected commercial broadcast information is all reproduced, sequentially
reading another series of broadcast information other than the related commercial broadcast
information from said storing means and making said reproducing means reproduce ~~it~~ the
another series of broadcast information in accordance with said supplied sequence.

2. (Original) An information reproducing apparatus as set forth in claim 1, wherein said controlling means generates a viewing confirmation message at least one time, makes said reproducing means reproduce it, and suspends a read operation of the broadcast information from said storing means at the time of reproduction of said commercial broadcast information and restarts the read operation of said broadcast information when a response signal with respect to the related viewing confirmation message is detected.

3. (Original) An information reproducing apparatus as set forth in claim 1, wherein said controlling means sequentially reads said detected commercial broadcast information from said storing means in accordance with a sequence by which said commercial broadcast information was supplied.

4. (Original) An information reproducing apparatus as set forth in claim 1, wherein said controlling means sequentially reads commercial broadcast information specified by an address of a head part stored in said storing means and a data length designated in said identification information from said storing means.

5. (Original) An information reproducing apparatus as set forth in claim 1, wherein said commercial detecting means detects said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

6. (Original) An information reproducing apparatus as set forth in claim 1, wherein said commercial detecting means detects scene changes where a reproduced image of

said broadcast information changes discontinuously and detects said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image.

7. (Original) An information reproducing apparatus as set forth in claim 1, wherein said commercial detecting means detects said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

8. (Currently Amended) An information reproducing apparatus comprising:
a receiver for receiving broadcast information and selecting a signal therefrom that includes commercial broadcast information having a supplied sequence;

a storing means for storing a sequentially supplied series of the broadcast information ~~including commercial broadcast information linked with a supplied sequence;~~

a commercial detecting means for detecting the commercial broadcast information from said received broadcast information based on predetermined identification information contained in said received broadcast information;

a reproducing means for reproducing the broadcast information stored in said storing means;

an inputting means for inputting a commercial designation signal for designating the commercial broadcast information to be reproduced at said reproducing means; and

a controlling means for sequentially reading said series of broadcast information from said storing means and making said reproducing means reproduce the same in accordance with said supplied sequence, generating image information corresponding to said detected commercial

broadcast information and combining the same with the reproduced image of said series of broadcast information, and making said reproducing means reproduce ~~the combined image information~~, and, when said commercial designation signal is input, reading the commercial broadcast information designated by the related commercial designation signal from said storing means and making said reproducing means reproduce ~~the commercial broadcast information~~, and, in the following reproduction of said series of broadcast information, reproducing the broadcast information while not reproducing, but skipping over the commercial broadcast information which has been already reproduced.

9. (Original) An information reproducing apparatus as set forth in claim 8, wherein said controlling means suspends reproduction of said series of broadcast information and makes said reproducing means reproduce designated commercial broadcast information when said commercial designation signal is input.

10. (Original) An information reproducing apparatus as set forth in claim 8, wherein said controlling means combines a still image of a reproduced image of said detected commercial broadcast information and a reproduced image of said series of broadcast information and makes said reproducing means reproduce the same.

11. (Original) An information reproducing apparatus as set forth in claim 10, wherein said controlling means erases the still image of said commercial broadcast information from a display area of said reproducing means in the subsequent reproduction of the series of

broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

12. (Original) An information reproducing apparatus as set forth in claim 10, wherein said controlling means changes the still image of said commercial broadcast information to a predetermined image showing the commercial broadcast information finished being reproduced in the subsequent reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

13. (Original) An information reproducing apparatus as set forth in claim 8, wherein said controlling means sequentially reads commercial broadcast information specified by an address of a head part stored in said storing means and a data length designated in said identification information from said storing means.

14. (Original) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

15. (Original) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects scene changes where a reproduced image of said broadcast information changes discontinuously and detects said commercial broadcast

information based on a time interval at which said detected scene changes occur in said reproduced image.

16. (Original) An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

17. (Currently Amended) An information reproduction method including:
a storage step for storing a sequentially ~~supplied~~received series of broadcast information linked with a supplied sequence,

a commercial detection step for detecting commercial broadcast information from said received broadcast information based on predetermined identification information contained in said received broadcast information, and

a reproduction step for extracting and reproducing said detected commercial broadcast information from the received broadcast information stored at said storage step and, when said detected commercial broadcast information is all reproduced, sequentially extracting and reproducing another series of broadcast information other than the related commercial broadcast information from the broadcast information stored at said storage step in accordance with said supplied sequence.

18. (Original) An information reproduction method as set forth in claim 17, wherein said reproduction step is for generating and reproducing a viewing confirmation message at least one time and suspending the reproduction of said broadcast information at the

time of reproduction of said commercial broadcast information and restarting the reproduction of said broadcast information when a response signal with respect to the related viewing confirmation message is detected.

19. (Original) An information reproduction method as set forth in claim 17, wherein said reproduction step is for reproducing said detected commercial broadcast information in accordance with a sequence by which said commercial broadcast information was supplied.

20. (Original) An information reproduction method as set forth in claim 17, wherein said commercial detection step is for detecting said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

21. (Original) An information reproducing method as set forth in claim 17, wherein said commercial detection step is for detecting scene changes where a reproduced image of said broadcast information changes discontinuously and detecting said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image.

22. (Original) An information reproducing method as set forth in claim 17, wherein said commercial detection step is for detecting said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

23. (Currently Amended) An information reproduction method including:

a storage step for storing a sequentially ~~supplied~~-received series of broadcast information linked with a supplied sequence,

a commercial detection step for detecting commercial broadcast information from said received broadcast information based on predetermined identification information contained in said received broadcast information, and

a reproduction step for sequentially extracting and reproducing said series of broadcast information from among the broadcast information stored at said storage step in accordance with said supplied sequence and, at the same time, generating image information corresponding to said detected commercial broadcast information and combining the same with the reproduced image of said series of broadcast information, and, when said commercial designation signal is input, extracting and reproducing the commercial broadcast information designated by the commercial designation signal from the broadcast information stored at said storage step and, in the following reproduction of said series of broadcast information, reproducing the broadcast information while not reproducing, but skipping the already reproduced commercial broadcast information.

24. (Original) An information reproduction method as set forth in claim 23, wherein said reproduction step is for suspending reproduction of said series of broadcast information and reproducing designated commercial broadcast information when said commercial designation signal is input.

25. (Original) An information reproduction method as set forth in claim 23, wherein said reproduction step is for combining a still image of a reproduced image of said detected commercial broadcast information and a reproduced image of said series of broadcast information.

26. (Original) An information reproduction method as set forth in claim 25, wherein said reproduction step is for erasing the still image of said commercial broadcast information from a display area of a reproduced image in the subsequent reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

27. (Original) An information reproduction method as set forth in claim 25, wherein said reproduction step is for changing the still image of said commercial broadcast information to a predetermined image showing the commercial broadcast information finished being reproduced in the subsequent reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

28. (Original) An information reproduction method as set forth in claim 23, wherein said commercial detection step is for detecting said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

29. (Original) An information reproducing method as set forth in claim 23, wherein said commercial detection step is for detecting scene changes where a reproduced image of said broadcast information changes discontinuously and detecting said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image.

30. (Original) An information reproducing method as set forth in claim 23, wherein said commercial detection step is for detecting said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.